FACES NEW SALES

American Manufacturers Will ments. Find Big Market in All Foreign Countries

Scan motor industry, therefore, finds will make it possible for piv his spring demand, mous possibilities, prepared to abentirely new field possessed of enerof its annual production.

paw one for a great number of Ameria the 1919 Sedan, which has been awaited motor vehicle. When it is consider can manufacturers. The present op- with a great deal of interest, owing to that latest available figures, based pertunity comes not only in Europe the fact that it was expected to include but in South and Central Amer- many features perstofore considered exto and the Orient on account of The interfer is upnoistered in mohale in these markets. Australia and New Zealand have always been large consumers of American cars and if the
American manufacturers are able to
furnish a sufficient number of cars
during the coming year to supply
these new markets, they will establish themselves in the foreign field in
Further advances have been made in
Further advances have been made in
Further advances have been made in ligh themselves in the foreign field in function of seight meeting competition in world reduction of seight melow the springs.

Chaincally in the 1920 car.

Further advances have been made in the States. 3.641,260, are found in terms of the company of the c

developing a highly specialized class of salesmen, known as "foreign travellers," which class was practically unknown to the American motor industry prior to the war. A new field of advertising is being entered into in which American methods will have to be modified to meet the temperaments and customs of the territory in which the advertising is placed. ments and customs of the territory in which the advertising is placed.

Each country has its own peculiar characteristics which have to be given a great deal of study from this standpoint of sales demands which will effect the companies' foreign manufacturing and sales requirements.

ments.
One of the most difficult problems confronting the automobile manufacturer at this time is the equitable distribution of his production between his domestic dealers on the one hand and his foreign dealers on the other particularly when the foreign

A NEW SEDAN

The foreign market is practically a The feature of the Brizes exhibit is United

the inability of the European manu- velvet with the exception of the driver's per cent. conserve wear. An exceptional amount per cent, estimates made during the

Many Cars Registered Here as in the Rest of the World.

By W. Ledyard Mitchell.

Proceident Maxwell Motor Company
The arrow pointing the way to export sales follows the sun. The racling season, so called in the export market, covers a period of twelve months, varying in localities with the varying seasons. The American motor industry, therefore, finds



If you are interested in transportation in any of its many phases You should see that famous Reo Speedwagon -original of its type and of its title. Users say it is the most versatile motor vehicle ever made.

Reo Motor Car Co. of New York, Inc.

Manhattan Branch Broadway at 54th St. Brooklyn Branch 1380 Bedford Avenue Newark Branch 37-39 William Street New Rochelle Branch 184 Main St. Factory-Lansing, Michigan

1380 Kimonos-1009 Tub Silk Petticoats Offer January Economies

Crepe Kimonos, 82.65 Kimonos, \$3.95 Wash Satin Petti-cincts, \$6.95 Tub Silk Petticoats, \$5.95 GIMBELS-Second Floor

This Is Utica Week at Gimbels

Utica Bleached Sheets and Sheetings. Utica Pillow and Bolster Cases and a Tre-mendous Stock of Blankets and White Wast Fabrics at Splendid Savings.

January-the Month of VALUES



The Southland Frocks

Gowns

Suits

Brilliantly expressing the ultra-smart and elegant

. . . and in tune with the setting of the Southland

-frocks for morning wear-for the promenade - frocks for sports wear whether one plays or is merely in the picture-frocks for garden fete or tea grove-gowns for dinner and evening wear-suits to wear "en route" or during the sojourn.

Apparel adapted from "Last Word" Parisian Creations. A Collection Exquisitely Complete.

\$59.50 to \$150 GIMBELS WOMEN'S FASHION

SALON-Third Floor

Cowhide Bags, riveted frames, sewed edges, leather lined, sewed edges, brown, \$12.95.

lined, 16 and 18 inches; \$12.95 and \$13.95

GIMBELS LEATHER GOODS-Main Floor

Sale of 1,200 Men's Shirts,

Special at

\$2.25

A Sale for Men Who Know Shirt Values

A fresh lot of fine madras negligees just received. Neat patterns in hair-line and wider stripes. Choice colorings. Soft double cuffs. Well tailored. Every taste can be suited with this large quantity to select from. Sizes 14 to 17 inclusive.

GIMBELS MEN'S FURNISHING SHOP-Main Floor

Good Luggage

At Prices You Will Marvel At Though leather prices are still mounting, it is still pos-

sible to get good leather luggage at Gimbels at moderate prices.

Brown Smooth Cowhide Suit Cases, 24 and 26 inches, 2 extra straps all around, good lock, extra catches,

\$15.95 and \$16.95 Other Bag and Suit Cases, filled and unfitted up to \$262.50

The Sale of White Abounds in Economies

Vast stocks-innumerable styles-quality and good looks-at-moderate pricesthese are the factors in this greatest event of January—the Annual Sale of White. Garments are daintily tashioned of pink or white cambric, nainsook, batiste charmingly trimmed: -or practically tailored:

Kerosene

Lamps,

\$4.95

Those splendid centraldraught lamps that burn with such a steady, clear white light. Complete with chimney and white porcelain-glass shade. GIMBELS-Fifth Floor

9,000 Nightgowns, \$1.25 to \$10.45 5,000 Envelope and Knee Length Chemises, 3,000 Long and Kngelength Petticoats,

Lingerie for Women 3,000 Corset Covers, Extra Size Under-

\$1.00 to \$6.05 \$1.00 to \$20.35 Silk Lingerie, 400 Combinations, \$1.50 to \$3.00 Philippine Lingerie,

= 50c to \$3.00 55c to \$2.00

garments, 85c to \$7.95 \$1.00 to \$60.00 \$2.00 to \$4.50 GIMBELS WOMEN'S AND MISSES' LINGERIE SHOPS-Second Floor

Lingerie for Miss 4 to 18 For Miss 4 to 12 | For Miss 14 to 18

Gowns, \$1.50 to \$3.00 Envelope Chemises, Princess Slips, \$1.50 to \$2.50 \$1.00 to \$4.00 "Billie Burkes." "Billie Burkes," \$3.00-\$4.00

Princess Slips. Drawers, 55c to \$1.50 \$1.50 to \$3.00 Drawers, 85c to \$2.00

January Sale New Cotton **Fabrics**

France, England, Switzerland, Ireland, Japan and American Factories.

Prices range 38c to \$6.00 yard.

FOUR SPECIALSspecially priced.

Group 1 Printed Voiles, 50c yd. Beautiful designs and colors Dark and light grounds.

Group 2

Organdies, 38c yd. Pastel Colors: Pinks, blues, greys, flesh, rose, green, canary, maize, orchid and

Group 3 Imported Eponges and Crepes, \$1.00 yd. 42 in. to 46 in. wide. Good colors and

Group 4 Ginghams, 38c yd. 32 in. wide. Plaids, stripes and solid colors.

"Indian Tree" China from Japan



One of the loveliest of tablewares that we have shown for a long time.

"Open Stock"

but so large a selection that you can easily assemble a Set that suits your requirements.

Prices range 50c to \$7.50 piece

Refrigerator, \$3.95

household conven-ience. Made of metal

heavily galvanized 23 in. wide. 15 in

nigh. 1215 in. deep

Saves ice. A great

GIMBELS CHINA SECTION-Fifth Floor

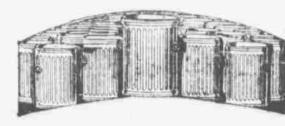
The Houseware Store Offers



O'Keh Oil Heaters A full size heater thoroughly guaran-teed. Heats up a

good sized room. Gallon oil tank.

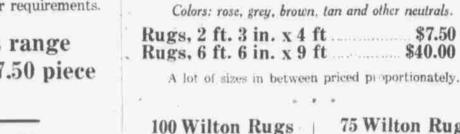
Black japan finish. Wonderful value at the price. \$3.94



500 Ash Cans at \$1.95

A new shipment recently arrived-of the same quality as the thousands that were snatched up so eagerly by patrons at past sales. Heavily galvanized-reinforced top and bottom

GIMBELS NEW KIND OF HOUSEFURNISHING STORE FIRM Floor Brooklyn, New Jersey and Long Island Customers Direct To Gimte's via Tubes and Subways



\$105.00 ea. One piece 9 ft. x 12 ft. Oriental colors and designs. 75 Wilton Rugs \$9.75 ea. 27 in. x 54 in. Slightly

\$7.50 ea.

\$40.00 ea.

GIMBELS RUG SECTION-Sixth Floo

Rugs---Imported Chenille

at sharp reductions

Nearly a half inch thick and magnificent.

Much like the famous wide loom carpeting that

is so handsome and of which Gimbels always have

a fine showing. You can compare the qualities and then you will see that these Chenille Rugs are

Practically at Half Price

Half-Price Days **Only Come Occasionally**

Serving Tables Oak, Mahogany or Walnut) \$15.00 to \$37.50 each

Scarcely two alike; therefore at half price.

\$82.50 each Hardwoods, such as oak and mahogany; but not all woods at all prices.

Dining Tables at

half. \$22.50 to